

R e g i o n 7

Opportunities in Hospitality, Tourism, and Recreation

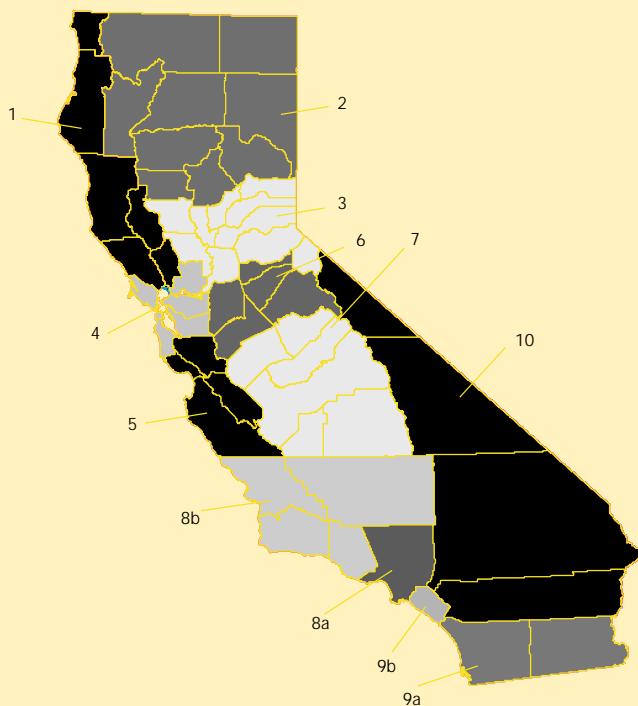
*Have you longed to lead tours of Death Valley
in summer?*



Didn't think so. But if you did, you'd be heading for this industry. How about running a resort on Catalina Island? Or a dude ranch in the High Sierra? Or do you want to organize the first women's professional soccer league?



California School-to-Career Regions



About this Publication: This is one of a series of publications developed to aid students and their guidance counselors with career decisions. The current series explores five industries: Health Services; Arts, Media, and Entertainment; Hospitality, Tourism, and Recreation; Information Technology; and Manufacturing.

The series is developed by the Employment Development Department's (EDD) Labor Market Information Division (LMID) California Cooperative Occupational Information System (CCOIS) for California's School-to-Career (STC) system.

The California STC Interagency Partners are: the California Department of Education, the Chancellor's Office of California Community Colleges, and the Employment Development Department.

For each industry, there is a statewide report and a report for each of the twelve California School-to-Career regions in order to provide information unique to the different areas. The twelve STC regions are:

- Region 1: Del Norte, Humboldt, Lake, Mendocino, and Sonoma Counties
- Region 2: Butte, Glenn, Lassen, Modoc, Plumas, Shasta, Siskiyou, Tehama, and Trinity Counties
- Region 3: Alpine, Colusa, El Dorado, Nevada, Placer, Sacramento, Sierra, Sutter, Yolo, and Yuba Counties
- Region 4: Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, and Solano Counties
- Region 5: Monterey, San Benito, Santa Clara, and Santa Cruz Counties
- Region 6: Amador, Calaveras, San Joaquin, Stanislaus, and Tuolumne Counties
- Region 7: Fresno, Kings, Madera, Mariposa, Merced, and Tulare Counties
- Region 8A: Los Angeles County
- Region 8B: Kern, San Luis Obispo, Santa Barbara, and Ventura Counties
- Region 9A: Imperial and San Diego Counties
- Region 9B: Orange County
- Region 10: Inyo, Mono, Riverside, and San Bernardino Counties

For more information on the California Career Opportunities publications, call (916) 262-2162.

Many of the photos in this report are courtesy of Robert Holmes/CalTour.

R e g i o n 7

Opportunities in Hospitality, Tourism, and Recreation



*O*r how about helping people enjoy the many natural (and not so natural) treasures found across our land? Or the strange and beautiful things found in museums, and aquariums and arboretums?

Maybe you'd like to hit homeruns with Mac and Sammy, or golf with Annika, Juli, and Se Ri, or catch passes from John, Steve, or Brett? Or take care of the business that makes it possible for most of us to watch them do these things?

Maybe you'd like to organize trips to the Super Bowl or a Lilith concert, Mount Fuji or Saint Petersburg. And go along, to boot. You could run a hotel in Singapore, serve tea in India, deal baccarat on the Riviera, or teach skiing on the bunny slopes of Lake Tahoe.



Where will you be tomorrow?

Could be a lot of surprising places! (If we learn our craft well and plan well, we in hospitality, tourism, and recreation have a lot of options.)

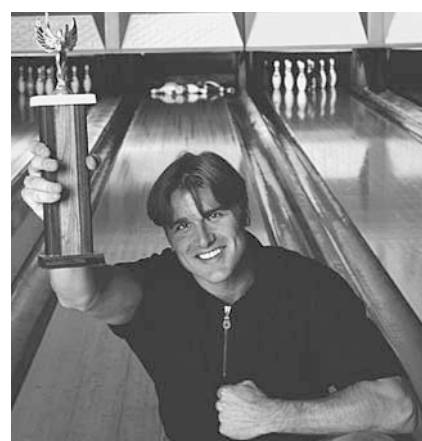
Wherever we are, most of us will be providing food, drink, or lodging to people away from home (at the coffeehouse on Union Street or on the western shore of Catalina watching the sun set).

Or you're likely to find us

helping people who are actively doing things outside the home: golfing, working out, playing video games, riding roller coasters and water chutes, flying gliders, hunting, riding to hounds (well. . .), swimming at the club, practicing karate, parachuting, getting their

fortunes told. . . (you get the picture. . .)

There's a lot happening in this industry and a lot of ways to get involved.



Workplace Size & Expected Growth

<i>In Region 7</i>	<i>Employees</i>	<i>% of Total</i>	<i>% Growth Next 10 Years</i>
Total Hospitality, Tourism, & Recreation Workforce	42,030	99	21
Marinas	66	<1	52
Bowling & Billiards	334	1	20
Professional Sports	294	1	22
Other Recreational Amusements	3,632	9	21
Museums & Art Galleries	91	<1	21
Eating & Drinking Spots	29,510	70	20
Commercial Bakeries	592	1	10
Retail Bakeries	624	1	11
Door to Door Food Sales	174	<1	11
Hotels & Other Lodgings	5,389	13	25
Travel, Tour, & Ticket Agencies	434	1	34
Car Rentals	890	2	21

See the Employment Development Department's Labor Market Information Web site www.calmis.ca.gov for more information.

Does it sound romantic?

It can be, if you identify well what you want to do and then train yourself well to do it.

But, remember, it's also work. Make sure that you're going to be fascinated over the long term by the kinds of things that fascinate us, that the rewards of working in this business outweigh the drawbacks. So think hard about what kinds of things excite you, what kinds of things you're good at, what kinds of things you're praised for. What kinds of things you'd do even if no one in the world praised you for them.

The single most important thing to remember about the Hospitality, Tourism, and Recreation industry is that it's ALL ABOUT SERVICE. Would you like to serve people's travel and recreation needs? Make them kings and queens? Meet (exceed!) their expectations? In many cases they've dreamed, planned, and saved for what we will give them. They don't want all those dreams to go poof.



After that you can think about the secondary things:

- What are the working conditions? Are the settings interesting?
- Are the hours regular?
- What's the pay range?
- Do I work alone? In teams? Are people skills important?
- Is the work fast-paced?
- Am I able to advance in my career without a lot of difficulty? Or do I need more training?
- Can I move easily geographically?



People people, huh. . .

A big part of it. Review your own skills, knowledge, and abilities. Then think about the skills, knowledge, and abilities required for different jobs in the Hospitality, Tourism, and Recreation industry. (You'll be looking at these two combinations the rest of your work life.)

Start with abilities. The things you do well naturally. Do you enjoy gathering information to answer a question or solve a problem? Or do you enjoy working with, being around, and helping people? Or do you like making things work?

Any answers? Take a look at the chart below. See if you can find some interesting possibilities. Select a few. Go to the Internet and do a search on a few. (A great place to start is the Bureau of Labor Statistics Web site: www.bls.gov/ocohome.htm.) Write down what you've learned and what you'd still like to know. Seek out two or three people who work in the occupation and get a first hand description of what their lives are like and how they got to where they are. And ask your guidance counselor how you can get involved in School-to-Career's Job Shadowing and Mentoring programs.

Which Hospitality, Tourism, & Recreation Jobs Would You Want?			
If You Like Working Primarily with ...			
Required Years of Training:	Information?	People?	Things?
Less than 2 Years	<ul style="list-style-type: none"> General Cashiers Reservation & Transportation Ticket Agents Hotel Desk Clerks Park Aides 	<ul style="list-style-type: none"> Baggage Porters & Bellhops Outside Food Servers Restaurant, Lounge or Coffee Shop Hosts & Hostesses Bartenders Waiters/Waitresses Lunchroom, Coffee Shop, or Cafeteria Counter Attendants 	<ul style="list-style-type: none"> Service Station Attendants Short Order & Specialty Fast Food Cooks Institution or Cafeteria Cooks Maids & Housekeepers Food Preparation & Service Workers Dining Room & Cafeteria Attendants & Bartender Helpers
2 Years	<ul style="list-style-type: none"> Housekeeping Supervisors Lodging Managers Concierges 	<ul style="list-style-type: none"> Travel Agents Sports & Physical Training Instructors & Coaches Reservations Managers Marina Managers Health Club Managers Massage Therapists Security Managers Groundskeeper & Gardener Supervisors 	<ul style="list-style-type: none"> Restaurant Cooks Bread & Pastry Bakers Electrical Repairers Heating, Air-conditioning & Refrigeration Mechanics Marine Equipment Mechanics Gas Appliance Repairers Stationary Engineers
4 or More Years	<ul style="list-style-type: none"> Park Naturalists Food-Service Managers Managers of Major Facilities Chefs 	<ul style="list-style-type: none"> Park Rangers Park Superintendents Recreation Workers Winter Sports Managers Touring, Production Managers Skating Rink Managers Marine Services Managers Hotel Managers 	<p><i>Note: All jobs require working with things. For most professional jobs, however, using information effectively or interacting with people are more important requirements of the jobs.</i></p>

Ah ha! . . . extroverts with pleasing personalities . . .

Right! But only a starting point. There's some pretty sophisticated education and training in this industry.

A Ph.D. in hotel management, for example, will serve you very well. The preceding chart shows how much you'll normally have to educate yourself to get the knowledge you'll need to get started. For the most part, the higher you want to start and the further you want to go, the more you will need specialized course work in this field.

Can I get this training around here?

There are a lot of places in Region 7 to get training and education in Hospitality, Tourism, and Recreation, as the table below shows. And, as the previous table showed, there's a lot of need for managers, which means business course work of varying kinds.



Check out the Internet Web sites below for more information, including academic programs tailored specifically to this industry and the names of schools in your area.

Region 7 Schools						
Type of School	Number of Schools					
	Fresno	Kings	Madera	Mariposa	Merced	Tulare
4-Year, College level & above	1					
2-Year, Technical & Community Colleges	3				1	2
Private Business & Technical Schools, Public Adult Schools with Occupational Programs	6		2			3
Public Secondary, Job Training Partnership, Apprenticeship, Regional Occupational Programs, Other	1	1	2		1	

For more information, visit these Web sites:

- California Postsecondary Education Commission's program inventory www.cpec.ca.gov/pgminv/invindex.htm
- America's Learning eXchange Specialty Site 'Offerings' course search www.alx.org/textonly/specialtysite.asp
- Enhanced State Training Inventory links to training programs throughout California www.soicc.ca.gov
- Hospitality training resources worldwide yahoo.com/Business_and_Economy/Companies/Hospitality_Industry/Training/Institutes/

Okay, so now I'm an educated, extroverted, people-person with a pleasing personality. . . Am I ready?

Yes. You're ready to start applying your abilities and your knowledge to a job. That's skill development, something you'll be doing for the rest of your life.

What kinds of skills are important to Hospitality, Tourism, and Recreation industry jobs? The list below should give you something to think about. SERVICE is right at the top of the list. Note that as you get better at the other skills, you'll be able to serve more effectively. And while you may have the intention to serve effectively, now you have to develop those skills. How would you combine your natural abilities with knowledge to get better and better at these skills?

Important Skills for EVERYONE in Hospitality, Tourism, and Recreation: Communication is key.

Service Orientation	Actively looking for ways to help people
Active Listening	Listening to what other people are saying and asking questions as appropriate
Speaking	Talking to others to convey information effectively
Social Perceptiveness	Being aware of others' reactions and understanding why they react the way they do
Problem Identification	Identifying the nature of the problem
Coordination	Adjusting actions in relation to others' actions

Important Skills for ENTRY LEVEL OCCUPATIONS: Serving physical needs is key.

Mathematics	Using mathematics to solve problems
Writing	Communicating effectively with others in writing as indicated by the needs of the audience
Product Inspection	Inspecting and evaluating the quality of products
Equipment Selection	Determining the kind of tools and equipment needed to do a job

Important Skills for TECHNICAL OCCUPATIONS: Filling information needs is key.

Information Gathering	Knowing how to find information and identifying essential information
Reading Comprehension	Understanding written sentences and paragraphs in work related documents
Information Gathering	Knowing how to find information and identifying essential information
Mathematics	Using mathematics to solve problems
Writing	Communicating effectively with others in writing as indicated by the needs of the audience

Important Skills for PROFESSIONAL OCCUPATIONS: Managing people is key.

Management of Personnel Resources	Motivating, developing, and directing people as they work, identifying the best people for the job
Implementation Planning	Developing approaches for implementing an idea
Instructing	Teaching others how to do something
Monitoring	Assessing how well one is doing when learning or doing something

Can I find a job easily?

Will I be secure?

Does it pay well?

Like the Arts, Media, and Entertainment industry and unlike most other industries, the Hospitality, Tourism, and Recreation industry has major income peaks and valleys.

The average annual income for its largest group, Eating and Drinking Places, is only a little over \$10,000 per year (compared with the statewide average for all industries of about \$32,000). One of its smallest parts, Sports Clubs, Managers, and Promoters, has average annual income of close to \$110,000. All of the other subgroups (shown in the first table of this report) have average annual incomes less than the statewide average. (See the California Trade and Commerce Agency Web site for some good data displays and analyses: www.commerce.ca.gov.)

As the table below shows, some key jobs in this industry do not have the security of strong benefit packages.

Wages, Benefits, & Demand for Selected Hospitality, Tourism, & Recreation Jobs

<i>Region 7 Jobs</i>	<i>Median Hourly Wages</i>			<i>Benefits¹</i>		<i>Demand²</i>	
	<i>New Inexperienced</i>	<i>New Experienced</i>	<i>3 Years with Firm</i>	<i>Fulltime</i>	<i>Part-time</i>	<i>Experienced</i>	<i>Inexperienced</i>
<i>Entry Level</i>	\$	\$	\$	%	%	%	%
Cashiers	5.00	5.25	7.00	50+	15+	45	35
Combined Food Preparation & Service Workers	4.50	4.75	5.75	20+	3+	43	20
Cooks - Short Order	4.75	5.50	7.25	20+	5+	50	10
Cooks - Specialty Fast Food	5.00	5.15	7.50	25+	5+	43	35
Counter Attendants	4.25	4.75	5.50	5+	0	80	20
Dining Room/Cafeteria Attendants, Bartender Helpers	5.00	5.40	6.75	15+	10	50	30
Food Preparation Workers	5.00	5.75	7.13	30+	8+	26	18
Hotel Desk Clerks	5.00	5.00	6.00	35+	10+	48	15
Maids & Housekeeping Cleaners	5.00	5.00	6.75	50+	20	50	30
Receptionists & Information Clerks	6.27	7.00	8.50	70+	5+	47	60
Waiters & Waitresses	7.11	7.50	7.99	25+	5+	40	25
<i>Technical Level</i>							
Cooks - Institution or Cafeteria	N/A	8.84	12.00	100	35+	60	100
Cooks - Restaurant	5.00	6.00	8.00	15+	5+	70	55
Food Service Managers	7.11	8.05	10.27	55+	3	80	45
Lodging Managers	4.50	6.00	7.50	30+	0	50	42
<i>Professional Level</i>							
Communications & Transportation Managers	14.98	19.23	20.83	90+	5+	62	61
Events/Meeting Planner	9.40	11.47	13.64	65+	0	28	15
Recreation Workers	5.00	6.50	8.00	85	20+	50	30
<i>Wages in italics are statewide averages.</i>							

1) Benefits: Percent of employers offering Medical, Dental, Sick Leave, and Vacation benefits.

2) Demand: Percent of employers saying they have a somewhat or very difficult time finding candidates.

Are there any jobs in this neck of the woods?

All kinds, if the number of employers is any indication.

The table below shows the number of Region 7 employers in some key Hospitality, Tourism, and Recreation groups. How many are there in your county?

Here are a few ways to find out who's hiring:

- Use your local resources for leads. If you've been preparing yourself locally, then you probably already know who these are, through prior contacts with restaurants, hotels, sports facilities, and the like.
- Visit these people and places during off-hours and ask their advice. They'll normally be happy to help guide a potential future colleague.
- Consult the industry directories and periodicals available through your libraries and bookstores to get the names, addresses, and phone numbers of potential employers.
- Explore the Internet sites below for a great series of links that'll take you almost anywhere. Or do your own "key word" search if there's an aspect of this industry that you're specially interested in.

Plan well, and good fortune to you!



Workplace	Region 7 Employers					
	Number of Employers					
	Fresno	Kings	Madera	Mariposa	Merced	Tulare
Total Hospitality, Tourism, & Recreation	1507	170	179	47	338	578
Marinas	4			1		2
Bowling & Billiards	6	1			4	3
Professional Sports	11		1		1	4
Other Recreational Amusements	100	11	14	1	29	43
Museums & Art Galleries	8	2	1	2	2	2
Eating & Drinking Spots	1099	122	125	21	242	411
Commercial Bakeries	7	1	1		3	6
Retail Bakeries	77	13	4	1	16	26
Door to Door Food Sales	17				3	7
Hotels & Other Lodgings	105	12	26	20	24	46
Travel, Tour, & Ticket Agencies	40	6	5	1	11	18
Car Rentals	33	2	2		3	10



- The California Occupational Information Coordinating Committee links to many resources: www.soicc.ca.gov
- The Employment Development Department links to STC, CalJOBS, and America's Job Bank: www.edd.ca.gov
- The California Trade and Commerce Agency industry background: www.commerce.ca.gov/california/economy/profiles

About the Data: Industries in this and other Career Opportunities publications reflect the California Department of Education's selection of Standard Industrial Classifications (SIC) that would provide the best overall picture of an industry to students, guidance counselors, and parents. Some classifications have been assigned to more than one "industry group" because the classifications have direct relevance to more than one "industry." For example, data for Private Museums & Art Galleries are included both in the Arts, Media, & Entertainment and in the Hospitality, Tourism, and Recreation publications.



Data are drawn from:

- *Workplace Size and Expected Growth* (page 2) and *California Employers* (page 8): the Employment Development Department Labor Market Information Division Covered Employment and Wages Program (ES 202). Counts and percentages are from the 3rd Quarter of 1997. Projections of Growth are from 1995 ES 202 Data. Percentages may not add to 100 due to rounding.
- *Which Hospitality, Tourism, and Recreation Jobs Would You Want* (page 4) and the information regarding skills: [Dictionary of Occupational Titles \(DOT\)](#), [Occupational Information Network \(O*NET\)](#), and the Department of Labor.
- *California Schools* (page 5): the 1998 Enhanced State Training Inventory. Counts are approximate and include multiple sites of the same provider.
- *Wages, Benefits, and Demand for Selected Hospitality, Tourism, and Recreation Jobs* (page 7): EDD LMID California Cooperative Occupational Information System (CCOIS) Occupational Summaries, 1995-1997. Wages for jobs having union and non-union employees are reported for whichever of the two show higher wage levels. In many cases, however, the differences between union and non-union wages are small. Wages reflect periods having different minimum wages. A median wage is the middle point in a range of wages.



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Michael S. Bernick
Director
Employment Development Department

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